Measurable Learner Objective and Task Statement	Knowledge (Content)	Performance (Goals)	National Standards (National Standards for Business Education)
A. Apply introductory principles			8
1. Define terms related to Web projects	CA1	2.1	
2. Examine the history of the Web	SC8	1.4	IT.XII.2.1
3. Evaluate Web resources (e.g., reliability, credibility)	CA3, CA5	1.5, 1.7	MGT.VIII.B.3.2
4. Use Web-based resources (e.g., tutorials, Webquests, on-line resources, free download sites)	CA3	2.7	IT.XIV.3.4
5. Apply E-Business concepts to Web-related projects	CA3	1.10	
6. Identify industry certification opportunities	CA6	1.2	IT.XVII.3-4.4, IT.XVII.3-4.5
7. Recognize different platforms and browsers in relationship to the Web	CA3	1.2, 1.6, 4.1	IT.V.1.1
8. Explain how resolution affects Web page creation	CA1, CA3	2.7	
9. Identify careers/self-employment opportunities in Web design and production	CA6	2.6, 4.8	IT.XVII.3-4.1
10. Exhibit leadership skills through a student organization (e.g., FBLA, PBL)	HP2	3.6	C.V.C.4.5
B. Explore legal and ethical issues in Web-related projects			
1. Apply copyright laws in all Web-related projects	SS3	4.2, 4.4	IT.XVI.2.2
2. Practice personal Internet safety	SC8	4.4, 4.7	IT.XVI.1.3, IT.XVI.1.4, IT.XVI.1.5
3. Investigate security issues (e.g., viruses, firewalls, passwords, filters)	SC8	4.4, 4.7	IT.XV.1-2.4, IT.XVI.1.4

Measurable Learner Objectives (MLO) are in bold font.

Show-Me Standards Key

CA = Communication Arts	SS = Social Studies	
MA = Math	SC = Science	
HP = Health/Physical Education	FA = Fine Arts	

National Standards for Business Education Key

ACC = Accounting	ENT = Entrepreneurship
BL = Business Law	INT = International
CD = Career Development	IT = Information Technology
CO = Communication	MGT = Management
CP = Computation	MKT = Marketing
ECO = Economics	PF = Personal Finance

Measurable Learner Objective and Task Statement	Knowledge (Content)	Performance (Goals)	National Standards (National Standards for Business Education)
4. Examine computer crimes and privacy issues related to using the Internet (e.g., HIPPA, permissions)	SC8, SS1	1.2, 1.5, 4.2, 4.4	IT.XV.1-2.4, IT.XV.3-4.3, IT.XVI.1.1
C. Design an effective Web site			
1. Define Web page design principles and elements	CA1	1.5	
2. Evaluate Web sites based on design elements and principles (e.g., contrast, alignment, color, space)	CA5	1.5, 1.6, 1.8, 2.2	IT.XII.2.3
3. Determine the purpose of the Web site	CA3	1.8, 2.1, 2.3	
4. Identify the target audience	CA5, CA7	2.1, 2.3	
5. Evaluate Web sites based on interactive design principles (e.g., navigation, user feedback)	CA1, CA5	1.5, 1.6, 1.8	
6. Select content for site (e.g., research techniques, interview of client)	CA5	1.1, 1.2, 1.7, 1.8, 2.1, 2.2, 2.3	
7. Plan an organized layout (e.g., storyboard)	CA1, CA4	1.4, 1.8	IT.XII.2.3
8. Select an appropriate navigational structure (e.g., linear, hierarchy, flow chart)	SS7	1.4, 1.8, 2.7	
9. Choose appropriate color schemes	CA1	1.4, 1.8	IT.V.3.3
10. Use Web-safe colors and fonts	CA1	1.4, 1.8	C.III.3.7 or IT.V.3.3
11. Employ proofreading and editing techniques	CA1	2.1	C.I.C.2.6
12. Write text applying principles appropriate for Web pages	CA1	2.1	C.I.C.3.2, C.I.C.3.7
13. Identify Web accessibility issues (e.g., ADA, browser, Web Accessibility Initiative – WAI, Section 508 Standards	CA3, CA5	1.2, 1.7, 1.8	IT.V.3.4

Measurable Learner Objectives (MLO) are in bold font.

Show-Me Standards Key

CA = Communication Arts	*SS = Social Studies*
MA = Math	*SC = Science*
HP = Health/Physical Education	*FA = Fine Arts*

National Standards for Business Education Key

ACC = Accounting	*ENT = Entrepreneurship*
BL = Business Law	*INT = International*
CD = Career Development	*IT = Information Technology*
CO = Communication	*MGT = Management*
CP = Computation	*MKT = Marketing*
ECO = Economics	*PF = Personal Finance*

Web Design *(11.0899)*   *Cross-reference to Show-Me Standards (main report)*

Measurable Learner Objective and Task Statement	Knowledge (Content)	Performance (Goals)	National Standards (National Standards for Business Education)
14. Evaluate site using Web accessibility tools (e.g., Bobby, Cynthia Says)	CA5	1.7	IT.V.3.4
D. Demonstrate image creation and manipulation skills			
1. Recognize the different image types and their extensions (e.g., gif, jpg)	CA3	1.4, 1.5, 1.6, 2.7	IT.III.1.2
2. Utilize images from various sources (e.g., Internet, CD, scanner, digital camera)	CA3	2.7	IT.VI.1.4
3. Use image editing program to create original raster images (e.g., collages, banners, buttons)	CA3	2.7	IT.V.1.3
4. Use selection tools in image editing program (e.g., lasso, magic wand)	CA3	2.7	IT.V.1.3
5. Use layering techniques in image editing program to better manage images (e.g., ordering, arranging, naming)	CA3	2.7	IT.V.1.3
6. Use image editing program to adjust and transform images (e.g., crop, rotate, skew, color, image dimension size)	CA3	2.7	IT.V.1.3
7. Optimize an image to improve load time (e.g., compress)	CA3	1.4	
8. Slice an image into separate parts	CA3	1.4, 1.6, 1.8	IT.V.1.3
E. Demonstrate page creation skills			
1. Use Web authoring software to create Web pages (e.g., Microsoft FrontPage, Macromedia Dreamweaver)	CA5	2.5	IT.XII.2.3
2. Identify HTML tags and attributes for basic Web page design (e.g., title, metadata, table, link)	CA1	1.5	IT.XII.2.3
3. Apply HTML tags and attributes for creating Web pages (e.g., title, metadata, table, link)	CA5	1.4, 2.2	IT.XII.2.3
4. Use a template	CA1	1.4	IT.V.2.4

Measurable Learner Objectives (MLO) are in bold font.

Show-Me Standards Key

CA = Communication Arts	*SS = Social Studies*
MA = Math	*SC = Science*
HP = Health/Physical Education	*FA = Fine Arts*

National Standards for Business Education Key

ACC = Accounting	*ENT = Entrepreneurship*
BL = Business Law	*INT = International*
CD = Career Development	*IT = Information Technology*
CO = Communication	*MGT = Management*
CP = Computation	*MKT = Marketing*
ECO = Economics	*PF = Personal Finance*

Web Design *(11.0899)*   *Cross-reference to Show-Me Standards (main report)*

Measurable Learner Objective and Task Statement	Knowledge (Content)	Performance (Goals)	National Standards (National Standards for Business Education)
5. Create a template	CA1	2.1	IT.V.4.3
F. Apply effective Web page management techniques			
1. Use Web publishing techniques (e.g., ftp)	CA6	1.4, 2.5	IT.XII.2.3
2. Contrast Web hosting account options (e.g., free vs. paid, languages supported, spam filtering options)	CA3	1.2, 2.7, 3.8	IT.VII.1.2, IT.VII.1.3
3. Explain process of obtaining a domain name	CA1	1.2, 2.7	
4. Create an electronic portfolio	CA4	2.5	IT.XII.2.3
5. Maintain site accuracy (e.g., verify links, update content)	SC8	2.5	IT.XII.3-4.6
6. Organize all content files into folder management	CA3	1.4, 1.8	IT.VII.2.3
7. Design a site map page	CA3	2.5, 2.7	IT.XII.2.3
8. Submit URL to a variety of search engines	CA1	2.3, 2.7	
9. Implement time management techniques	HP2	4.5	MGT.IV.A.2.1
10. Create meta tags to be utilized by a variety of search engines	CA1, CA3	2.3, 2.7	
11. Demonstrate ethical behavior	HP2	4.4	MGT.V.A.1.1
12. Conduct usability testing	CA1, CA3	1.2, 1.4, 1.7	

Measurable Learner Objectives (MLO) are in bold font.

<u>*Show-Me Standards Key*</u>

CA = Communication Arts	*SS = Social Studies*
MA = Math	*SC = Science*
HP = Health/Physical Education	*FA = Fine Arts*

<u>*National Standards for Business Education Key*</u>

ACC = Accounting	*ENT = Entrepreneurship*
BL = Business Law	*INT = International*
CD = Career Development	*IT = Information Technology*
CO = Communication	*MGT = Management*
CP = Computation	*MKT = Marketing*
ECO = Economics	*PF = Personal Finance*

Measurable Learner Objective and Task Statement	Knowledge (Content)	Performance (Goals)	National Standards (National Standards for Business Education)
G. Use advanced Web creation techniques			
1. Modify JavaScript (e.g., swap image/rollover, open browser window, validate form)	CA5	1.4, 2.2	IT.XII.2.3
2. Incorporate browser plug-ins (e.g., Adobe Acrobat.pdf, Flash.swf, Quicktime.mov)	CA5	1.4, 2.2	IT.XII.2.3
3. Use Cascading Style Sheets (CSS) to control page elements (e.g., external, internal, inline)	CA5	1.4, 2.2	IT.XII.2.3
4. Describe steps involved in audio/video incorporation (e.g., streaming)	CA1, CA3	1.4, 2.1	
5. Apply animation tools and techniques	CA5	2.7	IT.XII.2.3
6. Use advanced HTML (e.g., forms, frames, image maps)	CA5	1.4, 2.2, 2.7	IT.XII.2.3

Measurable Learner Objectives (MLO) are in bold font.

Show-Me Standards Key

CA = Communication Arts	*SS = Social Studies*
MA = Math	*SC = Science*
HP = Health/Physical Education	*FA = Fine Arts*

National Standards for Business Education Key

ACC = Accounting	*ENT = Entrepreneurship*
BL = Business Law	*INT = International*
CD = Career Development	*IT = Information Technology*
CO = Communication	*MGT = Management*
CP = Computation	*MKT = Marketing*
ECO = Economics	*PF = Personal Finance*